

CLASS SPECIFICATION
County of Fairfax, Virginia

CLASS CODE: 1258 **TITLE:** COMMUNICATIONS SPECIALIST III **GRADE:** S-27

DEFINITION:

Under direction, assists a Department Director in the planning, direction and administration of an office of communications; serves as department chief of communication planning and strategy. Directs strategic communication programs to support the mission of the department and/or County, and performs other duties as required.

DISTINGUISHING CHARACTERISTICS OF THE CLASS:

The Communications Specialist III is distinguished from the Communications Specialist II in that the Communications Specialist III serves as the department chief of communication planning and strategy, developing and designing the communication programs for a department and/or County whereas the Communications Specialist II works independently and supervises manages, and implements a total strategic communication program on behalf of the department and/or County.

TYPICAL TASKS:

Develops comprehensive strategic communication planning on behalf of the department and the County;
Supervises and manages all communication planning and programs for the department;
Planning and implementing photographic coverage of events;
Plans and implements a Speakers Bureau or plans speaking engagements for department;
Makes presentations on behalf of the department to community and County;
Plans and implements event and meetings;
Writes speeches for presentation to community and County;
Develops proposals in support of departmental goals and projects;
Coordinates presentations before the Board of Supervisors;
Supervises the production of all communication tools (print, multimedia, online) in support of the department's mission;
Implements and supervises the implementation of print production projects;
Implements and supervises the implementation of website development and new media projects;
Serves as spokesperson for the department with the media;
Budgeting and cost control for communication projects that are supervised;
Conducts audience / constituent research for evaluation and measurement of communication programs;
Leads the department's communication planning (strategic planning, action planning) team;
May interact directly with the Board of Supervisors and County Executive's Office on behalf of the department.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

Ability to supervise the work of others in publication management, multimedia development, community relations **or** media relations;

Ability to write, edit and design for departmental publications;

Ability to write for multimedia;

Knowledge of photography and planning photography coverage;

Knowledge of appropriate standards and formatting for online media;

Ability to manage publications and to generate revenue;

Ability to use current computer software and email;

Ability to design and develop Web sites;

Ability to problem solve;

Ability to manage projects (including budgeting);

Ability to communicate in a crisis;

Knowledge of the methods for preparing information to increase the likelihood of its use;

Ability to develop and maintain effective working relationships with County government officials, regional officials, and potentially national and international dignitaries and government representatives.

EMPLOYMENT STANDARDS:

Any combination of education, experience, and training equivalent to:

Bachelors degree in communication, business administration or field related to subject matter expertise, plus 6 years of progressively responsible experience in a communication area of specialization, government relations, management or area of specialization in which the department is represented.

CERTIFICATES AND LICENSES REQUIRED:

Not applicable.

NECESSARY SPECIAL REQUIREMENTS:

None.

ESTABLISHED: April 23, 2007